

Contacts

VOL. 1, NO. 4, OCTOBER 1965 — PUBLISHED MONTHLY FOR AND BY EMPLOYEES OF EATON'S WESTERN DIVISION



Town House Reflects Trend

Picture the unsuspecting, typical Eaton customer, laden with parcels, ready for more. She spies a thatched roof on the fashion floor and heads that way, womanly curiosity being what it is.

You can almost see the wheels turning as she pauses by the chipped marble, pebble boxes. "The Town House," she whispers, "looks interesting . . . beautiful colors . . . like that sweater . . . I'll just peek inside."

No sooner is she past the smoke-colored lanterns than she catches her reflection in a massive Victorian mirror with deeply scrolled frame. (Janice Baumann, Designer and Home Furnishings Fashion Coordinator, tells us she found this highlight in a little Winnipeg shop — the picture frame department brought it back to life with putty and gold spray. Now it is the focal point of a breathtaking setting.)

Our sightseer quickens her pace over the rich mustard carpet to a selection of coats, suits, dresses and loungewear. (C. E. Harrison, Manager, explains that Town House reflects a North American trend to cluster specialized merchandise in one area. "This shop is for fashionable women of all ages who want new, sophisticated styles with an individual look," he said.)

Mary Evans, Buyer, shows the inquisitive visitor through red swinging doors to a spacious fitting room, luminated by a hung ceiling. She's agog with the surroundings, the fashions, the staff. She buys and she will be back.

Town House is only the beginning. Soon other Eaton employees like Mae Clever, Joan Limmer and Nat Dazmon of the Town House, will be working in unique shops. This trend is exciting evidence that Eaton's intends to stay on top in fashion.

MEET THE EXECUTIVES



WHAT HAT WILL GREG PURCHASE WEAR TODAY?

1. Director of the Manitoba Theatre Guild?
2. Executive member of the Chamber of Commerce?
3. Member of the Advisory Board for the Manitoba Girl Guides?
4. Director of the Better Business Bureau?
5. Member of a private investment club?
6. Director of the Downtown Business Association?

Well, if it is a typical day, he will wear the hat of his busy, constantly changing role as Operating Manager for Eaton's Western Division. All other activities occupy his "leisure" time.

From the time he received his Bachelor of Science from the University of Manitoba and Master in Business Administration from the University of Western Ontario, Mr. Purchase says he has "always been involved in activities. It is important for self-development and it helps mold public opinion about the Company."

The reserved, quiet-spoken executive is an avid reader of business writings, history, mysteries and favourite authors. He is a bridge enthusiast, explaining that bridge is "a tremendous form of recreation. It teaches you concentration and psychology."

Mr. Purchase believes that exercise is important for anyone tied up in business. He and his wife, Dorothy, enjoy sports and share activities such as trips to the zoo and picnics, with their children aged 6, 3 and 2 years.

Recent Appointments

WINNIPEG STORE:

- L. E. Holt, Divisional Contract Sales Manager.
R. Turner, Fleet and Heavy Goods Delivery Supervisor, 146, 181.

DAUPHIN STORE:

- M. Kereliuk, Sales Supervisor 212 in addition to his present departments 229 and 237.

MOOSE JAW STORE:

- S. G. Udell, Sales Supervisor 201 in addition to his present department 229.
A. W. Cross, Sales Supervisor 212 in addition to his present department 237.
J. P. Mathieson, Sales Supervisor Snack Counter in addition to his present department 256-260.
F. W. Harrington, Sales Supervisor 209, 236, and 244.

PORT ARTHUR STORE:

- A. G. Holt, Store Merchandiser C and D Groups.
J. J. Cashaback, Sales Supervisor 253.
C. G. Johnson, Sales Supervisor 260 in addition to his present Department 270.
A. R. Thomson, Salesroom Supervisor Fort William Salesroom.
N. Ruzesky, Personnel Supervisor.

REGINA STORE:

- E. T. Kvammen, Manager 229 in addition to his present Department 237.
A. L. Best, Store Merchandiser C and D.
J. J. Rittinger, Group Sales Mgr. C and D.
R. R. Masters, Sales Supervisor 252, 253, 261.
D. W. Kinghorn, Sales Supervisor 270, 570.
J. Clarke, Sales Supervisor 272.

SASKATOON STORE:

- R. Ulsifer, Store Merchandiser C and D Groups.
K. C. Weiss, Group Sales Manager C and D Groups.
P. Wright, Sales Supervisor 252, 253.
G. H. Newman, Sales Supervisor 1060, 260.
D. C. Beazely, Sales Supervisor, 267, 270, 570, 272.

CATALOGUE:

- Mrs. M. Irvine, Clerk in Charge Pine Falls, Manitoba.
Mrs. F. Hummel, Clerk in Charge Port Alberni, B.C.

CONTACTS

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BEST-SELLERS NAMED

Best-seller lists have hit the retail scene.

For the first time at Eaton's, up-to-date model stock and inventory control records will be available to buyers and sellers.

Salespeople will know what should be on the floor at all times, what has been ordered and when it should arrive. They will know what products to display prominently according to rate of sale. When merchandise requested by customers is not in stock, a "lost sale" form will be completed to provide an accurate count of potential business.

The inventory control system will give buyers a factual basis for stock and purchase planning. They will know the total number of items sold in a given time and trouble areas will be discovered immediately.

R. P. Winton, Merchandise Control Manager, expects the system to reduce Company investment in inventory.

"Departments will present high demand items in depth and at the right time," he explained, "by eliminating unproductive fringe items we will keep stock at a profitable level and obtain maximum sales."

Groups C and D are now involved in merchandise control. Mr. Winton expects Groups A and B to embrace the system by February, and the Western Division by March.



John Sneesby can name every item carried in the Plumbing Department and state the minimum and maximum quantities. He holds the new Model Stock Plan which lists this valuable information.

SECURITY TELLS CITIZENS

"STOP THAT THIEF!"

"It is the moral duty of every citizen to assist police authorities in their fight against crime," stated Sid Hall, Eaton Security Manager.

For employees of a department store, shoplifting and internal thefts would be the most common crimes encountered.

He observed that people are quick to report violence and personal thefts, but hesitate to take action against the shoplifter. They either feel the store can afford the loss or they just don't want to get involved. Both attitudes are wrong.

First, they are shirking their duties as citizens and second, the store cannot afford theft. Shoplifting reflects itself in higher merchandise and operating costs, and fewer jobs available. The yearly loss through shrinkage is equivalent to an additional two week paid vacation for every employee.

Staff members who supply assistance or information which leads to the arrest of a culprit or recovery of merchandise are given monetary awards from the Security department.

NO SIGNS

Mr. Hall was asked what kind of person is likely to shoplift. "Shoplifters don't wear signs to announce their presence," he replied. "They look like you and I, dressed neatly to blend in with the crowd. They could be someone you know, young or old, rich or poor, of all professions, and all shapes and sizes."

Many shoplifters are otherwise respectable people who have no intention of being caught. They cannot afford the publicity. This type of person is prepared with alibis and rehearsed techniques, making detection difficult. Close attention and outstanding service will deter this shoplifter.

OPPORTUNIST

The Security Manager described a shoplifter as "an opportunist who thrives on a disorderly, poorly controlled and inadequately supervised department." The shoplifter hates attention. A thief who considers the staff attentive and alert will often leave as he knows the chances of detection are greater.

Mr. Hall stated that stockrooms should be off limits to anyone not connected with the department and fitting rooms should be kept free of merchandise and empty hangers. It is wise practice to count the number of items a customer takes into the fitting room.

The former Winnipeg police officer explained that cases of kleptomania are very rare and that shoplifters who use trick coats and pouches are seldom encountered. The ordinary paper bag and shopping bags are the most popular means of hiding merchandise. Some of the more brash simply conceal items under their coat or jacket, in or under a newspaper they are carrying, or beneath a coat carried over the arm.

"One of our most serious problems is that people don't report their suspicions," Hall said. "It is always good precaution to report any unusual occurrence or suspicious-looking person."

The Reporting Procedure is Simple:

- * Try to recover the merchandise in the department by asking, "Would you like that wrapped," or "That's a nice pair of gloves," or, "Do you wish to put that on your Eaton account?"

- * Telephone the Security Department through the Chief Operator. (Western Stores notify the Store Manager.) You may also dial the private security line 786-2705.

- * Give a description of the person you suspect and state the problem. Tell exactly where you are and what you are wearing.

- * Follow the shoplifter, having people in other departments notify security of your immediate whereabouts.

- * If the merchandise is expensive and you are absolutely positive the merchandise was stolen from your department, take the merchandise from the culprit (outside the store.) Detain the person if you are able. If he takes a private car or taxi, record the license number.

Mr. Hall concluded that top rate service is the best prevention against shoplifters. He stressed the strong necessity for salespeople to call the Security Department immediately if they suspect a shoplifter.

WHAT'S NEW IN EUROPE?

By Deanna Waters

Europe came to the New York Hilton September 10 with a parade of import collections by Capucci, Cardin, Dior, St. Laurent, Gres and Patou.

The showing was sponsored by the Fashion Group Inc., a non-commercial association of women engaged in fashion work. You could witness the "total look" in fashion throughout the audience (although many were minus hats) and meet women from outstanding firms — Glamour magazine, Lord and Taylor, Harper's Bazaar, Vogue, Ohrbach's, Bonwit Teller, Eaton's.

Think young, Paris does. You must, too, if you would keep in the fashion swing this season. Against a mondrian patterned backdrop, the models floated along the ramp in costumes with swing, color, variety and zip.

DIOR'S EVENING GOWNS have draped backs, are best seen in profile. Other new-looking evening dresses are of white crepe and pale airy fabrics with long flowing sleeves like elegant

peignoirs or nighties. Several featured ostrich feathers and sequins at the hemline.

THE LITTLE GIRL COAT, small-collared, slim and shapely is the favorite but Paris also shows cocoon wraps, capes, wide rounded coats and swinging, even tent, styles.

FEATHERS AND FURS were everywhere — on collars and cuffs, for blouses and hoods, and shawls edged with ostrich feathers. Pale tints of bunny fur gave a cuddly touch to bed-time dusters and nighties.

The mood was fleeting with exciting costumes accented with patterned stockings, double-strap childlike sandals, low-heeled buckled pumps, dirndl skirts, shining vinyl raincoats, mondrian hats.

The room grew dark. We waited in anticipation. Applause rocked the crowded ballroom. European designers had thought of everything — even gowns which glow in the dark!

EDITOR'S EYE VIEW OF NEW YORK

At first, looking down from the air on the checkerboard face of New York City, I wondered, "How can an island of repetitive, drab, soaring buildings house many of the brightest fashions in the world?"

Its narrow streets crush a flood of trucks, taxis and workers, streaming from place to place, oblivious of one another. Its racing pace forces the eye from surrounding blue sky and winding rivers to grimy stone buildings and dusty curbs.

Where can a designer possibly find inspiration for exciting fashions?

Yet, New York City is the hub of what is new and right in all merchandise from clothing, house furnishings and hardware, to birdcages and knick-knacks.

Concealed behind the screen of skyscrapers is a bustling world of creative, sensitive and alert merchandisers. A hint of their make-up was revealed when I accompanied Mary Walsh, Eaton's New York Reporter, to the showroom of Wilson Folmar, one of New York's foremost fashion designers.

"To underestimate the public taste is a great mistake," Mr. Folmar began. "A designer must sense the mood and desires of customers and then create accordingly."

He explained that he first buys his fabrics depending on the feeling of the season. "A certain fabric will suggest things to you."

The designer then drapes the fabric on a live model, cuts the pattern and perfects the fit. "Fit is so important," he stressed, "because the public is so much more demanding now."

Wilson Folmar designs approximately 100 fall outfits, 45 holiday lines and 45 for spring. Street clothes are not included in his line. Understated high fashion garments are created for women with expensive taste.

He described his designs as "architectural" and mentioned that he travels to Paris as often as three times a year to review current designs.

ACCENT ON YOUTH

When asked to explain his present line, Mr. Folmar replied, "There is a terrific accent on youth right now — an effort to look young." As an example, he selected several party wools with high bustlines and close cuts.

"We feel that it is much more elegant at night to dress down than up," he continued, and draped a french lace dress along the thick carpet. We learned that the little black dress is no longer a necessity for every woman's wardrobe. Instead, choose a grey or white wool, or any color you find flattering. Sheer fabrics which drape loosely over the body giving a revealing impression also prevail in his collection.

HIDDEN BEAUTY

The expensive surroundings of Wilson Folmar's showroom are hidden to the crowds 60 stories below.

In an atmosphere of gold leaf provincial furniture, crystal chandeliers and mint green draperies, the designer easily forgets the dull face of New York. He concentrates on beauty, style and excitement — to the delight of fashionable women the world over.



"A designer senses the mood and desires of customers," Mr. Folmar said as he displayed his latest creations.



Plush surroundings set the stage for buyers viewing the fine collection of Wilson Folmar, New York fashion designer. Contacts Editor, Deanna Waters, and Mary Walsh, Eaton's New York Reporter, hear his philosophies of design.

EFFECTIVE SPEAKING

"HITS TO THE SOUL"



Joan Isbister asks for support of the Manitoba Theatre Centre. Joel M. Rochon, Staff Development Manager, evaluates her presentation while Cam Evans, Toastmaster for the day, listens.

"The ability to speak effectively in public is an essential ingredient of successful management," says Joel M. Rochon, Staff Development Manager.

"No matter what your responsibilities in management, you work through people," he stated, "and you must be able to lead, inspire, encourage and administer discipline in a positive, poised manner."

An experimental effective speaking program has been launched by Rochon to provide an integrated skill that "hits to the soul of the management process."

Thirty management trainees meet weekly during the noon hour to exchange ideas on controversial topics, practice organization of effective meetings and deliver well-prepared talks.

"The course is designed to tap the full potential of each individual," Mr. Rochon explained. "I believe that everyone has many ideas imprisoned in his own self-consciousness. With the aid of courses like effective speaking, the individual is better equipped to formulate, express and defend his ideas."

Each participant speaks at least once at every meeting as impromptu speaker, guest speaker, evaluator or committee leader. The atmosphere is mixed:— tense, fraternal, studious and high-spirited.

Many speakers fret and lose sleep over a coming speech but Rochon claims this is natural and necessary. "Class members learn to put this energy of tension to work," he clarified, "and they begin to develop self-confidence."

"Whenever these people have to make a speech in business, it will be important," he said. "In this class, they can gain their experience with people aspiring to the same goals."

The Staff Development Manager explained that public speaking is not just a skill of the mouth. It provides important bolstering for the personalities of the participants.

When the Eaton effective speaking course draws to a close, the participants will be invited to join outside organizations such as the Toastmasters, for more advanced experience.



Stephanie Donegani takes her turn as guest speaker.

PROMOTION OPPORTUNITIES EXPAND

Over the past year, you may have noticed a number of transfers between the Winnipeg complex and the Western Stores. The reorganization of Groups C and D has made this trend especially clear.

For example, K. M. Dagher, R. W. Henderson, C. M. Bailey, E. Dixon and T. Kenny have come to Winnipeg from the west. N. Ruzesky, A. R. Giles and G. W. Rodway have travelled to the smaller stores. Peter Nygard and Garth Arnason have moved to the Catalogue. In addition, many men and women have transferred to departments totally unrelated to their original posts. Some have moved from merchandising to operating; others have moved from merchandising to research; some have moved from personnel to merchandising, and so on.

Gordon Elliott, Divisional Personnel Manager, was asked what these moves mean in regards to promotion opportunities.

He explained that the promotion patterns are designed to complement the Company's goal for a complete geographical attack on each market. Even though transfers are expensive to

the Company in terms of travel and moving costs, the experience gained by management is invaluable.

It is anticipated that positions in the smaller stores and departments will provide training for larger responsibilities. "Smaller units are often more complex and all-encompassing," Mr. Elliott said. "People with initiative, drive and experience are able to test their abilities and prove their worth."

The concern to develop management in every area of the Division is intended to strengthen the policy of promotion from within. "Merchants have always been selected from within the Company," Mr. Elliott stated. "In specialized areas such as Operating, Research and Personnel, we have had to go outside Eaton's for people with new ideas, methods, techniques, and skills not already inside the Company."

The small percentage of newcomers and all management are now held responsible for training their staff to ensure that future promotions will be from within.

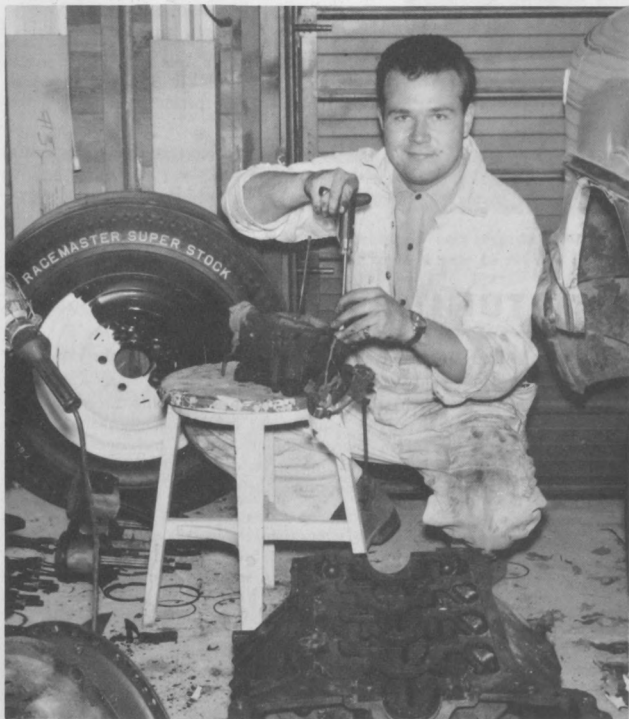


Emil Repack, Cash Services, delivers a karate Yoko-Geri (side kick), to his fiancée, Judy Hunt, wrapper. She skilfully blocks it with a Oi-Zuki, (lunge punch).

Emil claims that karate is a strenuous method of relaxation which keeps him in good physical condition, producing sound muscle tone and fast reflexes. He feels that more people should take part in the sport and hopes to open his own club sometime in the future.

Karate contestants are judged on maximum power, technique and control. They are not allowed to make contact on the killing blows, as takes place in a real fight.

Judy recommends karate to all women who are figure conscious. "It's hard work, but fun," she says.



EATONIANS "

**Today you probably rubbed elbows with
or community-conscious. And if
you'll spy someone hiding a world of
business disguise. Contacts
nine employees - just a sample**

Eight years ago, Brian Malinsky kindled a desire for drag strip racing — a contest of acceleration and speed between two cars or against a timer. The cars are judged over 1/4 mile from a standing stop.

Brian now spends many hours constructing an Oldsmobile for racing. Until it is ready, he keeps on tap with the sport by announcing at the Keystone Dragways.

Several other young people at Eaton's thrill to drag racing — and Brian offers whatever assistance he can give in the Auto Accessories Department.

—Vera Loewen

Cartoon characters dance from the pencil of Ken Perkins when he illustrates a story on the peculiarities of life. Ken combines his sketching and professional photography to produce animated motion pictures — a precise and difficult art.

At the end of an evening, the Winnipeg Advertising artist snaps the lens cap on his camera and strums a guitar for change of pace.



A variety of unique gifts and fine crafts evolve from the leisure hours of Gertrude Carr, Dorothy Anderson, Doris Horn and Madge Izaak, Lower Priced Store Lingerie.

Their skills include oils, pastels, petit point, toy construction, embroidery, soap-stone carving and knitting. This display is representative of the many artistic women at Eaton's.



"Relay, Unload" barked Captain Don Bird at the Earl Roberts Commonwealth Shooting competition. He controlled the fire and ranges that day.

Don devotes many evenings and weekends to the development of boys aged 14 to 19 years. In addition to regular military training, Don says the Cadets learn how to be responsible citizens.

"I enjoy working with young people," the Service Building employee explains, "this is my 14th year with the boys."

"AFTER SEVEN"

ys with someone interesting, talented
d if you look over your shoulder right now,
rld of artistry and versatility under
facts reveals and heralds the pasttimes of
mple of "After Seven" activities.



Last winter, George Delorme, 229 Sales Supervisor, Prince Albert, purchased a complete line of "Lapidary" equipment which enables a "Rock Hound" to slice and shape stones into different lines of jewellery.

After slicing and trimming the selected stone, it is then shaped on water-cooled grinding wheels ranging from coarse to extra fine. A stone finished on the extra fine wheel has a beautiful lustre.

Many of George's customers and friends have brought him supplies of interesting and colourful stones from the United States and British Columbia. He informs us that many stones such as agates, reveal a spectrum of colours on the inner slices.

A fascinating hobby, George, and we commend you on the quality of your creations.

—G. Sherwood



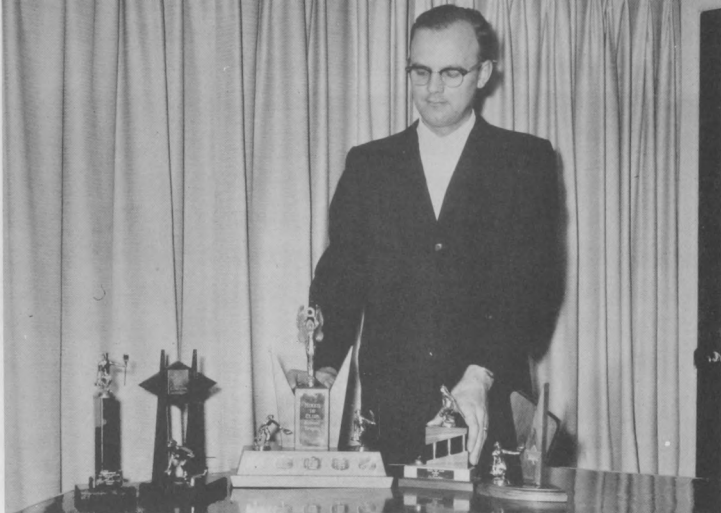
SPORTS

BERT ARMSTRONG *News*

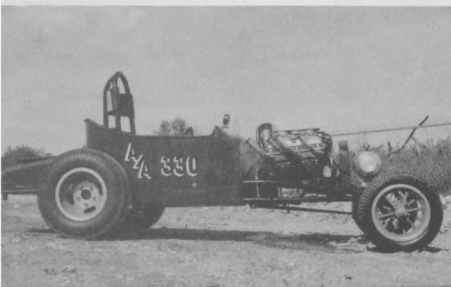
Service Building Forms Mixed Curling Club

The latest curling unit to be formed consists of 10 rinks playing at the Highlander once a week. There is still room for more players out that a way. The club officers are A. Ruymar, Chairman; Ellen Martin, Financial Secretary and Deane Boulby, Recording Secretary.

How about a 'spiel between the Service Building and our new Downtown Mixed Club? Have we an extra trophy around for such an event?



Don Trogan, 193 Service Building, displays the 5 trophies his "mixed 16" group won at the Ft. Garry Curling Club.



Car Takes Ten Months

Ten months were required by Don Whitehead, 1060 department, to build this baby — a beauty, Don. Perhaps some of our readers have watched his performance at the Keystone Drag strip.

Particulars:

Drag racing car a/ altered class
327 cubic inch Chev. engine
550 horsepower developed
1180 pounds
Maximum speed 130 mph in 1/4 mile
Tube chassis and fibre
Glass body

J. D. EATON TROPHY

Dept. 170A	WINNER	—	W. McCOURT	—	Trophy
Dept. 470	RUNNER UP	—	J. FINDLATER	—	Shirt (1)
Dept. 109		—	D. HORTON	—	Ball (2)
Dept. 100G		—	B. McBAIN	—	Ball (2)
Dept. 122B		—	B. FOURES	—	Ball (2)

KNOCKOUT NO. 1 CHAMPIONSHIP WINNER

Dept. 100D	WINNER	—	J. DAY	—	Tankard
Dept. 529	RUNNER UP	—	P. EDMUNDSON	—	Shirt (1)

NO. 1 CONSOLATION

Dept. 1014	WINNER	—	J. WOODHOUSE	—	Tankard
Dept. 379	RUNNER UP	—	B. McQUARRIE	—	Shirt (1)

LADDER A GROUP

Dept. 100X	WINNER	—	F. KILROY	—	Tankard
Dept. 28M	RUNNER UP	—	H. REPATA	—	Shirt (1)

LADDER B GROUP

Dept. 1060	WINNER	—	M. INGRAM	—	Tankard
Dept. 199	RUNNER UP	—	K. BETTES	—	Shirt (1)

KNOCKOUT CHAMPIONSHIP NO. 2

Dept. 254	WINNER	—	K. WHITNEY	—	Tankard
Dept. 28M	RUNNER UP	—	J. ROSS	—	Balls (3)

CONSOLATION NO. 2

Dept. 122	WINNER	—	T. DAVIS	—	Tankard
Dept. 109A	RUNNER UP	—	T. CRERAN	—	Balls (3)

SIGNEY, HERMAN AND PRIZE



Olafson Wins Tribune Awards

This is no fisherman's story — but real fact. Herman Olafson, Catalogue Customer Accounts, caught this beautiful lake trout 500 yards from his cottage at Clearwater Bay, Ontario.

Granddaughter "Signy", admires the catch which weighed 23 lbs., was 39 1/2 inches long, and had a girth of 21 1/2 inches. Herman has again received the Tribune Anglers' Award — a fisherman's paradise.





Jack Woodhouse takes No. 1 Consolation with this shot?

Bob McBain watches competitor Bill McCourt on his way.



TOURNAMENT OF CHAMPIONS



Knockout No. 2 Winner, Ken Witney, tees off while Al Engles and Jeff Ross look on.



Harry Repata and Ken Bettess, left, congratulate Maurice Ingram, Ladder B Winner, and Frank Kilroy, Ladder A Winner.



Champion Bill McCourt with John David Eaton Trophy and Class A Cup.



No. 1 Knockout Winner Jack Day, left, with players Syd Gerrard, Colin Lowther, Peter Edmonson.



Ted Cieran and Consolation No. 2 Winner, Ted Davis, joined by Bill Marshall, Judge.

FUNG-SHUI NEEDS REPAIRS

When the Japanese enter a home they can sense the degree of affection or discord among its inhabitants. They call this feeling Fung-shui.

A. B. Finnbogason, Winnipeg Store Operating Manager, used this example to illustrate that department stores also have a noticeable atmosphere.

"The Brandon Store, in particular, strikes me as a happy place," he said, "And the Winnipeg Lower Priced Store is one of the best places to shop. Everyone bustles around as if he enjoys what he is doing."

Some departments reflect very favourably on the store but there are a great many which frequently distress customers to the point of leaving, he observed.

NEED COURTESY, UNDERSTANDING

"Customers who come into my office are looking for two things — courtesy and understanding," Mr. Finnbogason stated. "They don't complain about out-of-stock items or price structures. Instead, they are upset about salesclerk indifference, lack of common courtesy and forgotten promise orders."

He commented that Eaton salespeople are undoubtedly very gracious to guests in their homes. The same courtesy and friendship should be extended to guests at Eaton's.

When customers are irritated, Mr. Finnbogason stressed that salespeople should control their own reactions. There is no need to comment — just listen.

A little patience, understanding and helpfulness will help customers gain composure and complete the transaction with a smile.

"We are continually spending money on physical layout to make our stores attractive," the Manager concluded, "Gracious, helpful salespeople are an important link in creating a desirable shopping atmosphere."

Company Announces New Benefit Program

EFFECTIVE JANUARY 1st, 1966

Eaton's staff benefit program will be significantly improved through an increase in the Company's financial support of the benefits and through a revision in the actual benefits themselves to provide a broader and more equitable coverage. The improvements fall into four areas and become effective January 1st, 1966:

- 1—Greater Company financial support of the Group Life Insurance Plan.
- 2—The introduction of an insured sickness income program replacing the present Welfare Pay Plan.
- 3—A nation-wide comprehensive medical-surgical plan financially supported by the Company.
- 4—The introduction of permanent disability benefits.

ENROLLMENT IN NEW PLANS

Enrollment in the new staff benefit plans will take place early in November. Brochures outlining the complete details of each of the programs will be made available to all staff at that time.

EMPLOYEE PENSION PLAN

In addition to these benefits the Company has now finalized the approach to be taken in integrating the Canada Pension Plan and the Eaton Retirement Annuity Plan. A separate announcement will be forthcoming shortly to outline the details of the changes.

Central Records Complete

All pertinent data concerning each Winnipeg employee is now on record at one central location. The information is classified as strictly confidential and is kept current in an area by the Employment Office.

The combined employment application-history form is part of one of the most modern manual systems in Canada. It will be supplemented with an electronic computer in the future.

Call for Eaton Wives

The Eaton Wives Curling Club is in urgent need of ladies, with or without Eaton affiliation, to curl Tuesday and Thursday afternoons at 1:45.

Regular membership for a full season is fifteen dollars but those interested in playing as spares are also welcome for a nominal fee.

The club urges all ladies to join the fun and sign up now with Mrs. E. T. McFadyen, GL 2-7153.



Anne Wowchuk and Molly Shaver, Port Arthur Cosmetics, pose for Revlon advertisement.

Staff in Ads

Advertising is taking on a new look. The new concept, as explained by C. H. Bennett, Port Arthur Advertising Supervisor, places emphasis on large cuts featuring single related items. Short, interesting copy is the rule.

Port Arthur personnel are shown in the advertisements wherever feasible to familiarize customers with the staff.

LEADER POST SALUTES HOLT

The following article appeared in the Regina Leader Post this September:

Regina will lose not only one of its finest citizens but one of its biggest and most ardent boosters of minor sports when Lindsay Holt and his wife, Jules, pack their bags and head for a new home in Winnipeg.

It's a big break for Lindsay, who takes over as Divisional Contract Sales Manager for Eatons. And, the best wishes of all those who have been fortunate enough to be associated and live with the Holts go with them.

Lindsay will be missed by many but none more than the Regina Pats hockey club.

Lindsay broke in with the Pats as stick boy and spare goalie way back when. He worked his way into the playing ranks and was set to take over as the No. 1 puck blocker in 1934 when the depression forced the club to suspend operations.

It wasn't by chance that 12 years later, when the Pats were re-organized, Lindsay was ready and willing to assist, as he always has been. But for a period of some six or seven years during which he was a resident of Saskatoon, Lindsay has been on the executive of the Pats. His most recent stint was 11 consecutive years and he has been second vice-president for almost all of that time.

He has served on or headed just about every one of the many committees which are part of the Pat organization. His sound judgment was highly respected by his fellow executives and last year was a director of the club, chairman of the employment committee and served on the management committee.

And, in tribute to his many fine contributions, the executives staged a fine farewell at the home of president R. B. Ramsay the other evening.

There are many others who have benefitted from having known Lindsay as his efforts weren't confined to being a booster of the Pats.

His association with the Regina Dales will long be remembered. As a player, he played a key part in the club's success in 1937 when they lost to Hamilton in the Canadian junior football final. Again in 1938, Lindsay was a stickout in the Dales' backfield when they edged Montreal 4-3 in winning The Leader-Post trophy.

In 1957 when Lindsay moved to Saskatoon, he became an active booster of the junior Hilltops. He joined the club's coaching staff and played a key part in the domination of the junior football scene by the Toppers.

Local Little Leaguers, too, owe much to Lindsay Holt. He was one of the original organizers of Little League, serving as president and later commissioner. The local sports scene just won't be the same without Lindsay Holt.



Bob King



Morton Canty

BOB KING, student wrapper and son of Maurice King, Men's Furnishings, has won five coveted Grade 12 awards.

He will attend the University of Manitoba for an Honors Course in Science.

FIRST CLASS HONORS graduate, MORTON CANTY, returns for his Masters Degree with the aid of a \$3200 Canada Council Science Scholarship. Morton is the son of Jim Canty, Service Building Hardware Stock.

Best Wishes On Your Retirement

A. J. Day, Winnipeg Catalogue Order Office, 40 years.

T. Elliott, Western Division Auditor, 40 years.

A. Hargreaves, Foodateria Office, 39 years.

J. S. Moore, Caretaking, 38 years.

J. Vronofsky, Caretaking, 9 years.

L. Glazier, Garage, 35 years.

W. Wiggins, General Office, 42 years.

R. C. Hall, Western Packing, 24 years.

Quarter Century Club Members

Alma Bulman, Mn. Flr. Office, Nov. 12.

John P. Stewart, Delivery, Nov. 12.

Thomas Laidlaw, Merch. Display, Nov. 14.

H. Daniel Livingstone, Catalogue Merch., Nov. 14.

Albert H. Johnston, Men's Hats, Nov. 18.

Jack N. Millar, Contract Accts., Nov. 18.

James C. Stewart, Catalogue Operating, Nov. 18.

Robertina S. E. Tod, 2nd Flr. Office, Nov. 18.

George Wills, Painters, Nov. 18.

P. A. King, Records, Nov. 19.

P. McRae, Printing, Nov. 19.

Salute to 40 Years Service

Arnold Harbour, Delivery, Nov. 2.

Edythe Course, Telephones, No. 12.

Samuel McCallum, Catalogue Merch., Nov. 14.

Vera Webb, Sales Audit, Nov. 19.

Here 'n There

Mary Ann Adamek, Fashion Accessories, and Henry Bohemier, Parcel Delivery, were named the outstanding Eatonians for customer service in August.

Eaton's will be bringing Christmas joy to people the world over. The Public Relations office recently answered a request for one catalogue and 30 Carol Sheets, to be sent to Leopoldville, Republic of Congo.

The president of a large American firm had his Lake of the Woods summer home furnished by Eaton's. He wrote, "I wish to compliment your store, the people in your Interior Design Department and especially Mr. Einarson, for the very fine manner in which they handled our order. Everything about this transaction made us feel that we were doing business with good people."

The Lloydminster Booster hailed the Quarter Century celebration of Larry E. Long, Eaton Store Manager. The paper stated, "Active in many fields in Medicine Hat until he came to Lloydminster a year ago, Mr. Long is presently a director of the Chamber of Commerce and the Rotary Club."

W. Sanderson, Western Packing, won seven prizes in local horticultural shows for his gladioli.



Stainless steel cutlery now graces the table of Mabel Lund, Housewares. She received the gift for showing the highest increase in sales during August. Other staff members were given an incentive bonus when the department met its sales plan.

IN MEMORIAM

Sincere Sympathy is extended to the family and friends of H. Whitfield who died October 1. Mr. Whitfield was with Winnipeg Men's Hats and spent 42 years with Eaton's.

TRUMPETERS LAUD EXHIBITION

Stuart Watts, 21, and Roger Morris, 25, musicians representing the Royal Horse Guards, praised Eaton's fine job in bringing Great Britain to Winnipeg consumers. "It was jolly good," said Stuart in true British style.

This is the first visit to Canada for both men and they have been exploring the sights and sounds of our fair city. They say Eaton's and Winniepeggers are wonderfully friendly. "The people are so open and well adjusted," observed Roger.

Stuart was impressed with the flatness of Winnipeg and Roger expressed his amazement at the tremendous selection of merchandise in our store.

The trumpeters appeared five times daily on a balcony overlooking Portage Avenue during the British promotion. They found that the dry Winnipeg air affected their lips, making blowing difficult.

These easy-going, fun-loving chaps are stationed in London, a few doors from Buckingham Palace. They underwent rigorous training, both military and horsemanship, to become part of the Regiment.

The trumpeters appear with the mounted band of the Royal Horse Guards on such state occasions as the Trooping of the Colour, the Lord Mayor's Show, the Order of the Garter Ceremony, Coronations, State Funerals, and Royal Weddings.

—Vera Loewen



Trumpeters Robert Morris and Stuart Watts in uniform.



Town Crier, Frederick Ackland, delighted Port Arthur shoppers with his authentic cry of Hear Ye Hear Ye Hear Ye.

BOBBY WOWS PORT ARTHUR

A favorite personality at the British Promotion in Port Arthur was Police Constable Gordon Paul Campbell, English Bobby.

Constable Campbell is married with two children and we may have said how lucky he was to have been able to come to Canada but, luck itself was not all that counted.

When plans were first laid out for this tour, it was decided that it would be appropriate to send an English Bobby to Canada, more or less as a goodwill ambassador. In order to pick a man suitable for this job, several qualifications had to be considered.

- (1) The man should have sufficient knowledge of England to answer questions asked by Canadians.
- (2) The person should like children, and know how to cope with them, as they are very inquisitive and at times very trying.
- (3) The Bobby should be physically fit, as travelling can be very gruelling.
- (4) He should also be understanding, patient, and considerate.

Elimination of many began to take place. Some had a good knowledge of England, but were not physically fit, others were fit, but did not have the love for children, and so it went, until along came Constable Gordon Paul Campbell, and having all of the required qualifications, was chosen to represent England. He was truly a representative well chosen.

—Annette D'Angelo



Police Constable Campbell and A. R. Giles, Store Manager at display of Royal Botanic Gardens in Kew.

**November 8th
Is Federal
Election Day**

**Vote As You Like
BUT VOTE**